

ATARI COIN CONNECTION

Europe Lauds Atari's ATE Product Showing

The murmurs of excitement spreading throughout Europe are not due to any notorious Crown Jewel caper but to the outrageous success of Atari's presence at the London Amusement Trades Exhibition which ran January 10-13. Don Osborne, Vice President of Sales and Marketing, glistened with pride as he surmised upon his return to the States: "If there were six top games, we had five of them".

Atari Europe has made a penetrating comeback and Shane Breaks, Vice Presi-

blue velvet draperies. Entering the main hall, they were tempted by hot and cold hors d'oeuvres served in style by dapper waiters, each outfitted in a tux. A grand evening was enjoyed by all.

The remaining three days of the show saw many happy high-scoring winners of the miniature Atari beer steins. Players were piled deep to try their skill at the banks of new games installed in the 1500-square-foot booth. But not all the video action was happening at Olympia Hall. Bob Harvey, Northeastern Regional



dent of International Marketing and Sales, is sitting atop the world once again.

"This year's London show was a personal best for me in 20 years of attending this exhibition. The combined efforts of the California Marketing Services group and the European sales team produced sales far in excess of those anticipated when you consider we went to the show with already full order books. Although the European market is very soft, Atari was showing five great games. Many exhibitors expressed concern after the show, where we at Atari are happy to say this was our best show ever."

On the evening of opening day's special "preview", Atari greeted its distributors with a "royal reception" in the Grand Ballroom of London's elegant Dorchester Hotel. Over 250 attendees at the cocktail party floated through the three anterooms of crystal chandeliers and



Sales Manager, reports that players were lined up six or seven deep in all the arcades he visited around London anxiously awaiting their turn at the wheel of Pole Position*.

So as London hails Atari, we in turn hail London. As David Smith, European Sales Manager for the International Division, summed it up: "I'm delighted to report substantial orders for our current range of games. The 5 super games, a beautiful booth, and a professional approach by all Atari personnel, were the envy of all other exhibitors. Without a doubt, Atari Coin-op is #1 in the industry".

*Trademark and © Namco 1982.

Atari Receives "Arkie" Awards

Atari, Inc. was in the spotlight at the recent presentation of *Electronic Games 1982 Arcade Awards* in New York City. The awards included "Most Innovative Coin Video Game" for *Tempest*™ and "Best Science Fiction/Fantasy Video Game" for *Defender**. Here Mariann Layne, marketing services manager for Atari's Coin Video Division, and Ron Stringari, vice president of sales, merchandising and administration for the Consumer Products Group, display "Arkies" with Arnie Katz, editor of *Electronic Games*.

*Trademark of Williams Electronics, Inc.



FOR IMMEDIATE RELEASE

Atari Gives Santa a Helping Hand

Santa's reindeer had a heavy load to pull this past Christmas season. In the spirit of the holidays and the advent of the new year, over 200 ATARI coin video games were donated to San Francisco Bay Area charities and other well-servicing organizations.

"We were looking for a way to put something back into the communities that helped give Atari its start ten years ago," said John S. Farrand, President of

Atari's Coin Video Games Division. "These gifts are our way of saying 'thanks.'"

Among the organizations who received the games are the Christmas Exchange of Santa Clara County and the Holiday Project, which represent such special groups as children's hospitals, homes for children and families in transition, and various treatment centers for physically and mentally handicapped individuals.

Marion Tibbitts, director of the Christ-



During the preparation of the game donations, Santa and his little "Atari Kids" enjoyed their spirited surroundings. San Francisco Bay Area charities which received Christmas gifts from Atari include the Chandler Tripp School for orthopedically handicapped children in San Jose (below left) and the Shriners Hospital for Crippled Children in San Francisco (below right).



Promotion in Motion

If your business is always on the "go", chances are you've learned the importance of "incentivizing" it from time to time. We would like to beg, borrow and steal a few of your masterly tips so we can share them with your industry cohorts. Please send us any case histories of effective promotional events you've conducted at your location... a few

words or a few volumes—it's all up to you. Any photos would be enormously welcomed at the same time. We'll spotlight your success in an issue of the *Coin Connector*. If you've a few inspirational strategies you haven't tried yet, don't hesitate to send those ideas, too.

Now—for the "big push" or "little perk"... in order to "incentivize" your writing in to us, we'll tempt you with a specially selected gift. We know that time is money, and the effort you expend toward "enlightening" us will not go unrewarded!

So let's hear from all of you out there—here's your chance to put in your "25¢" worth! And thanks in advance,

mas Exchange, commented on the gifts. "These games are wonderful. Christmas presents to provide entertainment to groups like the handicapped and underprivileged in the Bay Area."

The Red Cross was also involved in the video giveaway with games going to the Veterans Administration in Menlo Park, California. Uses of video games for rehabilitation purposes are being explored at the VA Hospital. In addition, several YMCAs in the Bay Area received a share of the games to help fulfill the recreational needs of the children who visit them.

Apart from the Bay Area game distribution, 250 machines were given to the "Magic Me" project of the Community Foundation of the Greater Baltimore Area in Maryland. "Magic Me" is a group of children who regularly visit a network of Baltimore nursing homes, giving friendship and love to the residents. The games were placed in the convalescent facilities in hopes of providing another socializing tool for the children and senior citizens.

Before their distribution, all games were set on "free play" to ensure that they be used solely for entertainment purposes. Atari wishes all recipients the best in fun and games for 1983.

ON THE ROAD

Here's the inside "scoop" from our Regional Sales Managers as they visit locations across the nation:

- **Pole Position**—with its careening profits—is proving to be very "hot" at key street locations. The upright model has been a phenomenal success in C-stores when placed with one or two other pieces. Reports indicate that this is the first time a driving game has been so successful in a street location.
- **Centipede**[®] earnings have improved with the installation of Millipede™. Players seem to sharpen their skills on the former in order to prepare for the more aggressive competition in the new game. Millipede is doing best in large street locations, e.g., a pizza parlor with ten or more pieces. Operators have expressed the feeling that Millipede will have the longevity of Centipede.
- Recent collections indicate that Quantum™ may be the sleeper of the AMOA, exhibiting outstanding performances in many locations. Sophisticated players seem particularly intrigued, and women players are also being attracted due to the simplicity of the control panel.
- On the European scene, there are high expectations for the success of Pop-eye™ and Time Pilot™, which are licensed from Nintendo and Konami, respectively. The U.S. track record of these games is encouraging.
- Most driving games appeal to teenagers who do not have their driver's license as of yet. Pole Position, however, is attracting many adults as well as teenagers because of its realistic simulation.

**Pop-eye is a trademark of King Features Syndicate. The Paperie sub-visual work is sublicensed to Atari, Inc. by Nintendo of America Inc.

***Manufactured under license from Koei Inc.

Read Immediately! The New FCC Order Is Critically Important to Your Business

By an FCC order adopted September 1, 1982, all coin-operated electronic video games manufactured after December 1, 1982 are required to be verified for compliance with the FCC's regulations for Class A computing devices (used in a commercial environment) prior to marketing. These new regulations must be complied with by all manufacturers, distributors and operators in order to avoid interference to licensed communications services and to public broadcast reception.

In order to meet the FCC limits, Atari encloses the game processor PCB board within a metal cage prior to marketing the game. This cage acts as a shield to stop radio frequency emission from the board. Capacitors on the end board act as harness filters to complete the neces-

sary RF shielding. If our system is modified in any manner (e.g., the end board or metal cage removed), it becomes the responsibility of the owner to verify that the machine still meets the required FCC limits. For this reason, we strongly urge that you do not tamper with or modify any part of the internal system of our games. Verification testing on the part of an operator can be very costly, while willful violation of the FCC's rules can subject you to substantial fines.

If an interference situation caused by any of your games is reported to the FCC, the machine(s) can be physically removed from your premises or you can be required to cease operation of the machine(s) until procedures are taken on your part to eliminate the interference.

Specifically, the games cannot under any circumstances cause interference to any licensed mobile radio communications (police, fire, aeronautical, etc.) or any licensed broadcast communications (radio, television, etc.).

All games manufactured after December 1, 1982 must be provided with the appropriate FCC compliance label for a Class A computing device. This labeling requirement applies to both domestic and imported machines.

For complete details regarding the new FCC order and its implications, please contact your distributor immediately or call Darl Davidson, Director of Technical Services, at 800-538-1611. It is important that we all take responsibility to ensure that these regulations are met.



AT YOUR SERVICE

When you call Atari's newly formed Technical Service Department (combining Customer Service and Field Service), the man at the end of the line with the "smile" in his voice is none other than the Director himself, Darl Davidson. On January 29, he celebrated his sixth anniversary with the company, and the occasion was doubly highlighted by his recent promotion. With obvious high regard, Don Osborne, Vice President of Sales and Marketing, stated, "Darl has built the most responsive Customer Service organization in the industry today, and we are most fortunate to have him here at Atari."

Four years ago, Darl assumed the position of Customer Service Manager. Darl brings his vast organizational and managerial skills to his new role as Director of Technical Service. He comments, "My workload has increased by 300%, but I'm finding the intensified challenge to be extremely rewarding." Fortunately, he is an early riser and typically arrives to start his day at 5:00 A.M. During those solitary hours of the morning, he can pump out 90% of the work that will affect his staff the rest of the day.

Darl is intensely committed to carrying the quality image that Atari's Customer Service enjoys throughout the industry into the new Technical Service organization. Quite simply, he and his personnel are responsible for worldwide service and parts. Darl has already initiated a few procedures, including a rapid feedback of "Technical Tips" as concerns are reported from out in the field following the introduction of each game. This publication will supplement the already existing Field Service Bulletin. Darl explains, "We want to let distributors and operators know everything we know about a new game—and as soon as we know it." Responsibility for writing the "Technical Tips" will be given to the



Darl Davidson, Director of Atari's Technical Service Department.

Field Service Manager assigned to a particular game, who will keep tabs on the game from preproduction through manufacturing and right out into the field. Weekly repair reports will also be generated by this individual.

Darl enthusiastically reports that there are more combined years in his group than anywhere else in the Coin Operated Games Division. Fifteen of his thirty-one staff members go back six to nine years with the company. This situation has produced a "refreshing seniority team that is keenly knowledgeable about all of Atari." Because of this expertise, he has been able to maintain a trim headcount, increase sales, and decrease inventory. Darl is also implementing a cross-training of staff to bring everyone to the same level. He affirms, "We work as a team. There is nothing we can't do right now. All you have to do is ask". For example, he and his managers have the authority to stop a production line for a part, providing a guarantee that is rare in the industry. Darl's staff attests to a "warm, supportive but professional atmosphere" which he has created.

A major new goal of Technical Service will be increased distributor and operator

contact. "In the past, distributors assumed that Atari couldn't do something because no other manufacturer could do it. Now, I want to develop better interaction between Atari and our distributors so that we can properly respond to their customers' needs." In addition to increased technical seminars to be attended by operators, Darl encourages the use of the toll-free lines listed at the end of this article so that operators can express their problems directly to Atari. "We will take the comments of the operators seriously. How else can we improve except by feedback from the field?"

Another way of generating operator contact will be through this new column. Distributors and operators will be updated on all fronts: "We have the technical competence to back up the parts side." New promotional items will also be spotlighted for the increasing number of operators who are seeking new money-making avenues. In fact, Customer Service is presently gearing up for the launching of the Atari Collector Pins program. All indications show an enthusiastic support for these items from the distributors, operators and players already contacted.

But to be completely effective in the use of this column, Darl reaffirms the need for cooperation from all those involved out in the field. Atari wants to know what you're thinking. If you have any problem, question or suggestion, don't hesitate to call. If Darl's group doesn't have the answer, they'll either track it down or refer you to the individual who does have it. "They're always your surest starting point!" Darl aptly concludes, "Through our words and actions, we intend to do just what this column says—conscientiously service all of our distributors and operators."

California Technical Service
800-538-1611

California Customer Service
800-538-1530

New Jersey Technical Service
800-526-3849

Atari Collector Pins Available



Atari Collector Pins... they're graphic... they're fun... they're memorable—just like each of the Atari coin video games they illustrate. And NOW they're available from Customer Service. Get a real jump on your competition down the street, and be the first game center in your area to offer them for sale. Players will pin their sights on them and so should you. Each is custom-designed by Atari's Graphics department and made of hard-fired ceramic—so eye-catching that any player would be proud to wear one—whether he's a champ or just someone who loves the game.

Make these colorful Atari Collectables available at your game room and you'll help develop a real esprit de corps among your players as well as boost loyal patronage for your location. Urge your players to join the "elite" corps of dedicated Atari enthusiasts. Wear the pins—gain instant recognition. And it's fun to wear them everywhere, pin them on anything. Players will want to collect

the entire set... beginning with Asteroids®. The series of pins will be kept up to date, including all the latest game releases. Your players will be reminded of the whole range of challenges and thrills that Atari games bring to your locale.

Darl Davidson, Director of Technical Services for the Coin Video Games Division, reports much enthusiasm for the program. "We've had a number of calls from our distributors and operators wanting items they can supply to their players. The Collector Pins were developed especially for that purpose."

In addition to their own special profit potential, the Collectables make strong incentive items, too. Display the pins to encourage play on the corresponding games. You'll soon see their motivating power as players are spurred to try their skill on Atari games other than their favorites.

"We believe Atari Collectables will add some distinction to our games," says Don Osborne, Vice President of Sales

and Marketing for the division. "Players will be able to achieve recognition through them, much like school athletes who gain distinction through the wearing of pins that show they've excelled in a sport. The pins can be used for everything from recognition of high scorers in individual locations to prizes in special promotional events like tournaments."

Pin down your local Atari game players with Atari Collector Pins today! Give Customer Service a jingle at 800-538-1530 to place your first order. You'll be pinning down increased profit power in more ways than just the obvious. Remember—players will be asking for them where they play coin video games, so don't miss out on this ready-made business builder.



And we would appreciate hearing about it. Submit your business ideas, philosophies, practices. Have you been involved in community projects or local level legislative matters? What's your game mix and rotation pattern? How do you judge the potential of a new game? What works in your game room and what doesn't? Etc.

Enough said from this side of the page—now we want to hear from YOU. Ask yourself what you would be interested in knowing from other operators—chances are that they would like to know the same about your business. We'll print letters we receive in upcoming issues of the *Coin Connection* upon approval of the senders and generate a pipeline of knowledge from which we can all benefit.

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